



# Employee Loyalty

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In a tight labor market, keeping employees and developing employee loyalty becomes increasingly important and a long-term challenge.

Aon Consulting Inc. in Chicago has developed an annual workforce commitment index (WCI) to measure workforce loyalty. For 1999 the overall score was registered at 100.3, up from 97.8 in 1998, based on a survey of 1,800 U.S. employees. Interesting findings in light of the fact that unemployment is at its lowest in nearly 30 years. Labor statistics indicate this trend is likely to continue, especially in the 25-44 year age group.

What drives employee loyalty? Aon Consultings' survey identified these five top drivers of workforce commitment:

1. Management recognizes the importance of personal and family life.
2. The organization provides opportunities for personal growth.
3. The business is satisfying customer or societal needs.
4. Management communicates information about employee benefits.
5. Coworkers' skills keep pace with the skill demands of the job.

These five items may provide a good starting point to begin building employee loyalty. A better approach would be to determine what issues are important to **your** employees and focus on those areas.